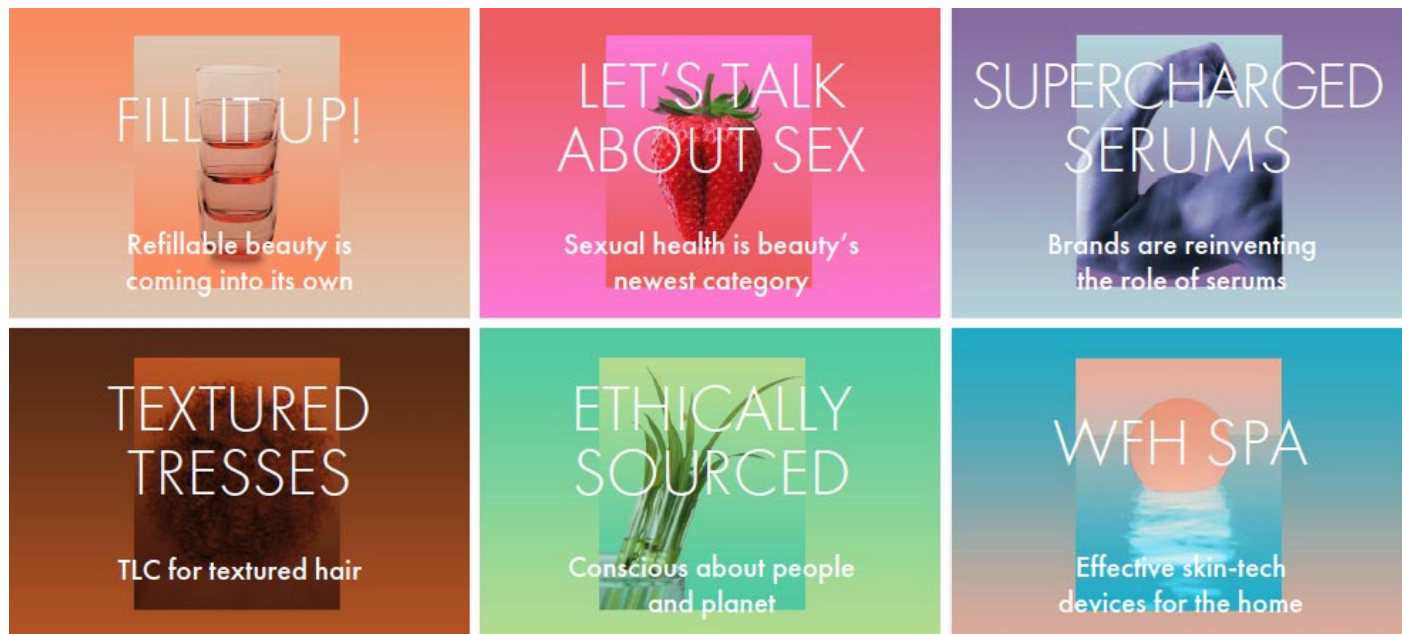


BeautyStreams identifies six trends to see at CPNA



Before each of its shows around the world, **Cosmoprof** collaborates with **BeautyStreams** to curate the major trends that attendees can expect to see. Together, they produce the **CosmoTrends Report**, a curated trends guide that showcases product innovation and notable brands among the exhibitors at **Cosmoprof North America 2022**. For this initiative, Cosmoprof invited all exhibitors to submit their newest innovations. BeautyStreams analyzed hundreds of submissions and identified the most striking trends.

Beauty Industry Report recently received a preview of the six trends you'll be seeing all over the show floor in Las Vegas. Take a look and see if you're ready to provide these to your customers. If not, there are plenty of companies on the show floor, offering products to get you up to date.

According to BeautyStreams, "The definition of beauty has evolved so much in recent years that it is now practically synonymous with wellness—it has as much to do with how we feel as it does with how we look. We radiate true beauty when we are in peak physical, mental, emotional, and spiritual

health. The evolution toward a more holistic approach to beauty also encompasses a recognition that no one size fits all. Beauty is as unique and individual as we are. It is all about discovering what helps us achieve a sense of ease in the world, as well as a feeling of connectedness and community. Beauty is balance, beauty is harmony."

Trend No.1: Fill it up!

Refillable beauty is coming into its own.

After years of hovering in the shadows, refillable beauty is finally stepping into the

sun. Functional refillable packaging has been replaced by smarter, high-end refillables, allowing consumers to refill products beyond the standard shower gel or liquid soap. Options are now available for creams, serums, deodorant, color cosmetics and fragrance.



Aspirational refillables enhance bathroom decor. Biodegradable pouches can be inserted in sleek glass jars, while as **BIR** reported last issue, refill stations are becoming more widespread at beauty retailers. It's all part of the drive to banish single-use plastic, and innovate packing options with Mother Earth front and center.

CPNA options: **Dear Dahlia** (South Korea) **Blooming Edition Paradise Jelly Single Eyeshadow** Booth 31077; **HAAN Toothpaste** (Spain) Booth DBS104; **Viva Healthcare Packaging IML Deodorant Stick** (Canada) Booth 54020.

Trend No. 2: Let's talk about sex Sexual health is beauty's newest category.

The dramatic growth of the sexual wellness market, which is expected to reach \$11 billion in the United States in 2022, is a testament to the extent to which sexuality is considered essential to our well-being. New products, devices and services are all aimed at elevating sexuality, maintaining vitality and integrating it into our everyday lives. A key part is the emphasis on feminine care and destigmatizing the category.

CPNA options: Vella Bioscience Women's Pleasure Serum (United States) Booth DB40058; **conditionHER** moisturizing cream



(United States) Booth DBOB7; **Joylux vFit Gold Device** (United States), Booth DBS137.

Trend No. 3: Super-charged serums Brands are

reinventing the role of serums.

Consumers are seeking solutions and treatments for an ever-increasing array of skin concerns, the relic of pandemic stress. At the same time, they are looking to streamline their beauty routines. Enter super-charged serums, multi-tasking formulation wonders that are loaded with highly concentrated ingredients, from natural extras to lab-engineered molecules that pack a punch, one precious drop at a time. The newest serums protect the skin from age-accelerating environmental stressors such as pollution and blue light, maintain a healthy skin barrier and deliver a luxurious feel to the skin.

CPNA options: Earth & Halo Blue Crystalline Face Serum (United States) Booth



BV16; **Amazon Silk Incanta Super Serum** (Peru) Booth DG30079; **Ona New York Firming Serum** (United States) Booth

DBS107; and **NUDA Canada Hyaluronic Self Tanning Serum** (Canada) Booth DB38050.

Trend No 4: Textured tresses TLC for textured hair.

The hair industry, from indie to mainstream brands, is addressing the needs of the wavy, curly and coiled hair community with broader, more inclusive and diverse offerings. Brands are innovating with ingredients that strengthen breakage-prone curly hair, hydrate natural curls, reduce frizz and enhance shine. They are also developing products and devices that effortlessly style textured hair. It's all about celebrating the beauty of textured hair, and continuing to disrupt the category with targeted offerings.

CPNA options: Black Panther Strong Edge & Braid Control Pomade (United States); **HiBAR Solid Shampoo Curl & Solid Conditioner Curl** (United States) Booth



DBS109; **Sepic Curly Headed Cutie Regimen** (United States) Booth 555029.

Trend No. 5: Ethically sourced Conscious about people and planet.

Ethical sourcing ensures that people and the planet are prioritized when selecting ingredients. Full transparency extends to the safety, quality and ecological and ethical profile of every ingredient, with recognized certifications providing all-impotent reassurances that products are ethically manufactured.

Consumers are also scrutinizing ethical correctness when it comes to business practices. They are looking to brands that align with their values. It's not just what goes into products, but how they are made. The entire supply chain is under the spotlight, including workers' rights and social impact, helping farmers overcome inequality and be fairly compensated.

CPNA options: AllWell Beauty Botanical Hydrating Moisturizer (United States)

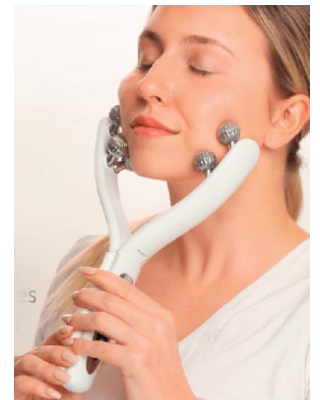


Booth DBS123; **Rozuri by Maya Anti-Aging Super Oil** (United States), Booth DBS108; **Boto Botanicals Brazilian Body Butter** (United States), Booth BV22, **FusionPKG Press Perfect Pulp Brightening Serum** (United States), Booth 57025.

Trend No. 6: WFH Spa Effective skin-tech for the home.

The work-from-home era is accompanied by a desire for professional-grade treatments that can be done from the convenience of home, and also have multi-generational appeal. Beauty tech is responding with devices for the face, body and hair, including LED light masks and facials, micro-current technology vibration therapy and radiofrequency therapy, many accompanied by apps that help users track and personalize their treatments. With price tags that are more accessible, skin-tech devices are making the quest for healthy skin a reality.

CPNA options: La Luer Facial Treatment System (United States) Booth DBS136; **Lumina NRG Rollift** (United States) Booth DB40070; **Doctors Tech Vanav Rolling Up** (South Korea) Booth 36043.



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